

## Business Synopsis for the Farmer's Wife

### Personal

I have over 20 years' experience in Food Service and Management from Stand Management at the County Stadium, Salary Manager with McDonalds Corporation, and Owner Operator of two Tavern Restaurants one in West Allis and the other in West Milwaukee

### Concept

"The Farmer's Wife" is a Concept Restaurant featuring; Farm to table, Local, Sustainable, Homemade, Comfort foods, Desserts, Gourmet Coffee, Tea, and other beverages, presented in a relaxing atmosphere and manner. There will be seating for 22 at the bar and 12 tables with 4 chairs and 6 tables of 2 chairs for a total of 82 indoor seats. We would also have 5 tables of 4 on the proposed patio for 20 additional customers.

We will be closed Mondays. Tuesday, Wednesday, Thursday hours 10am - 9pm  
Friday & Saturday 10am - 10pm, Sunday 10am - 2pm

My short-term goal is being self-supporting and profitable within the first year. My long-term goal is to open a second location within the first two years.

Over the last 50 years the Restaurant Industry has made many changes from family sit-down restaurants and Fine Dining leading the way. To Fast Convenient Food service leaping ahead of Family Dining. In came the specialty Restaurants and Coffee Shops.

“The Farmer’s Wife” falls in that category.

But what it has to offer that makes it stand out is a focus on health and mental wellness, from the menu to the atmosphere. Farm to table is a huge movement in the restaurant business right now and I would love to give this experience to West Allis. There truly is nothing better to soothe the soul than a Home Cooked meal.

### Organization

I will be running this business as a sole proprietor. This means that I will be Overseeing the Ordering of products and supplies, Safe handling and inventory of the same, Hiring, and development of staff, marketing, budgeting, payroll, excreta.

I plan on starting with 7 staff members whose main responsibility will be customer service, and hopefully add 2-3 more within the first six months. All staff will be trained to give outstanding customer service.

Some of the outside services I will be using will include B.K. Bar Supply, Cooks, for small equipment. D. A. Berther for Large Equipment, Bar Stool Plus on Greenfield Ave. Local food distributors including the West Allis Farmers Market when in season also, LotFotL(the old Sweet Water) for produce and Fish. Nye’s Big Ski and Rienhart Farms for meats, Poultry and eggs. Underground Meats out of Madison, And Decatur Dairy, Kickapoo coffee, local breweries and sprits as well.

### Marketing

Our main focus will be on lunch and dinner with a Small Plate Large Platter twist. Small Shareables and Hearty Meals served in a comfortable, fun atmosphere in the Heart of West Allis and all it has to offer. All menu items will be prepared fresh daily.

I plan to distribute flyers to local businesses and homes within a five mile radius

announcing our Grand Opening Date, Menu, and Samples. I will be offering punch cards for our local Hero's. (Veterans, active duty Military, Police/Fire Personnel, Medical Personnel, and Teachers).

My estimated budget for the planned updates is as follows;

New floor coverings \$5500, Painting \$1350, New reclaimed wood trim \$2500, Ceiling tile \$4500, relocating sink and dishwasher and adding a prep sink \$2500, wrapping the Bar in reclaimed wood and angle iron \$3500. Patio with seating and beautification \$7000, Signs \$1000.

I will also need to purchase some new equipment and smallwares.

I look forward to being a part of the positive growth of our city.